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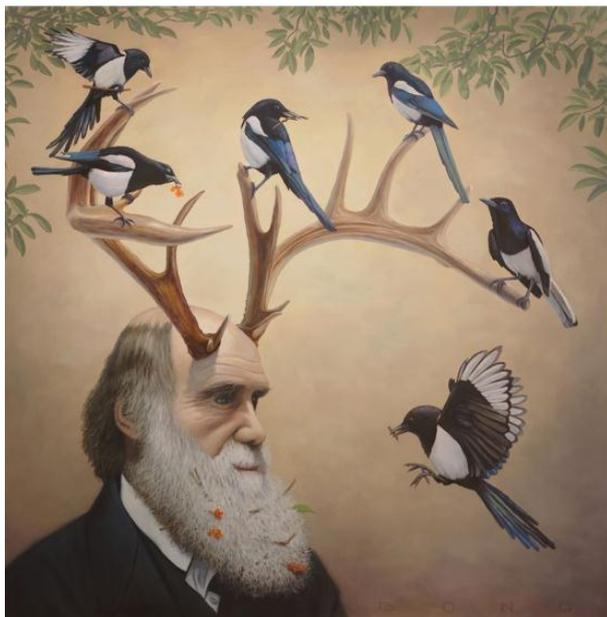
Comparative characteristics of genre modifications of internet-portals

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Abstract

The study aims to investigate the comparative characteristics of genre modifications of internet-portals via comparative analysis and system-functional methods. In the article, it is shown that online editions focus attention on accurate positioning of the media activity, find all groups of the potential visitors of the website: the factor of the audience becomes for them the leader together with such typological signs as the essence of information, frequency of online publications. The conducted research is drawn that Internet portals help to be guided better in social processes, comprehensively satisfying information need.

Keywords: Blog, Genres, Journalism, Internet-Portals, Information.

Características comparativas de las modificaciones de género de los portales de internet

Resumen

El estudio tiene como objetivo investigar las características comparativas de las modificaciones de género de los portales de

Internet a través del análisis comparativo y los métodos funcionales del sistema. En el artículo, se muestra que las ediciones en línea centran la atención en el posicionamiento preciso de la actividad de los medios, encuentran a todos los grupos de visitantes potenciales del sitio web: el factor de la audiencia se convierte para ellos en el líder junto con signos tipológicos como la esencia de información, frecuencia de publicaciones en línea. La investigación realizada señala que los portales de Internet ayudan a guiarse mejor en los procesos sociales, satisfaciendo ampliamente la necesidad de información.

Palabras clave: Blog, Géneros, Periodismo, Portales de Internet, Información.

1. INTRODUCTION

The relevance of a subject of research is caused by the fact that the modern journalism as the form of communicative practice developing in line with the global project of information society gains a number of qualitatively new properties. In particular, emergence in media space of the sector of the Internet journalism having properties of a gipertekstovost, interactivity, a simultaneous and multimedia take place. The world is in the epicenter of the communication revolution which considerably transforms an image, the ideas, values and ideals of society.

Therefore, even more often speak about the emergence of new media which differ: decentralization; high capacity; interactivity. Kachkayev's researchers, Shomova consider that the

journalism does not become – she already became essentially other. Here it is once again important to emphasize that with daily existing in the digital environment our deep understanding of that such idea of an event, immersion in an event, empathy to an event gradually changes. These changes are connected as with production and access to information volumes and with basic evolution of the visual environment and new quality of experiences in virtual reality (LIVINGSTONE, 1999).

2. METHODS

As the main methods of work are used: comparative-comparative analysis, system-functional method, as well as the study of publications of online media on the problem in question, logical methods: analysis, synthesis, analogy. The Internet-portals allow remaining the relevant communication medium, quickly reacting to events. According to SPIRCHAGOVA (2014), the communicative function of the Internet borders on interactivity and feedback. As feedback on the Internet, the forum function works. In this context relevant are indicators of attendance, interest the website. Interactivity to some extent controls the user over contents. News can be built-in in a quickly prepared state-of-the-art review which by means of hypertext references contacts other materials. News, thus, automatically generates a semantic context and

becomes the center of crystallization of a new subject (KACHKAYEVA, & SHOMOVA, 2017).

Genre differences between the report and a sketch, news and the state-of-the-art review are erased and these are not all features of Internet journalism. According to a historical periodization, Lenta.ru is one of the leading Russian news online editions founded in 1999 by Anton Nosik with the assistance of Fund of effective policy, covering world and in-Russian news. Meduza – the Russian-language online edition registered in Latvia created by the former editor-in-chief of online edition Lenta.ru Galina Timchenko. The project started on October 20, 2014. Free mobile applications for iOS, Windows Phone and Android became a basis of media (SPIRCHAGOVA, 2014: EROL & ORDU,2018: FUJO & DIDA, 2019: GOLESTANI, HESARI, & HASHEMVARZI, 2018: SOHRABI, 2017). In this regard the latest media practice also, according to the researcher OLESHKO (2016), has defined a number of the tendencies influencing in general formation and development of convergent processes in the Russian journalism:

1) aspiration of representatives of audience various (first of all classical) media to interactivity as to a trend of their daily activity; 2) the increased competition to network media and bloggers widely famous to mass audience has pushed representatives practically of all typological groups of mass media

to active actions for development and implementation of the principles of convergent journalism; 3) new information Internet resources – first of all such sign platforms in which filling users have to be engaged: LiveJournal, Wikipedia, Flickr, YouTube, Instagram and some other – have to a certain extent defined modes of development of the phenomenon which in the theory of media has received the name national journalism (DOVEY, 2009); 4) the modern journalism is permanently complemented with professions especially technical and in certain cases it leads to the creation of new models of a kommunitsirovaniye with mass audience and to expansion of number of specializations in media; 5) gradually there is norm of daily activity of mass media the fact that on the same channel information in various forms of her presentation can be broadcast.

For example, many radio stations on the website represent not only the interpretations which have sounded on the air of radio programs but also various video information. As a result of the merge of the text, a sound and the image transferred at the same time quite often even in the interactive mode, media acquire the extremely important characteristic – multimedia (OLESHKO, 2016). Transformation of traditional media into multimedia media on the basis of the Internet has significantly changed also many daily editorial processes (GANNENKO, 2018). If until recently any Internet edition represented the department isolated in media which

was engaged in repacking simple content in on-line, then the multimediatization of contents has demanded deep penetration of the principles of creation of multimedia into actually editorial process of preparation and broadcast of content (NIKITINA, SPIRCHAGOVA, GILMANOVA & KAPUSTINA, 2018).

Thus, authors of article have considered structural and substantial modifications of online editions Lenta.ru and Meduza and also processes of their interaction with news agencies in media space, functions, the problem and thematic range of media texts and methods of formation of valuable reference points of audience are analyzed (FURSOVA, SHAKIROVA, NIKITINA, SPIRCHAGOVA, & SYZDYKOVA, 2017).

3. RESULTS AND DISCUSSION

The functional mission of information and news patrimonial group of genres can be defined how they report to the audience of news, that is, (x) messages containing information earlier unknown to the audience. The essence of any news forms the fact – something, the taking place in time and space. Journalistic information is possible as the element of national culture including the moments of positive, moral and psychological installations. In

the conditions of globalization, we read the media texts which are taking up various questions of life (ZYGAR, 2018).

According to the researcher ANTONOVA (2009), any genre form has concrete isotropic characteristics arising in the course of journalistic creativity or is any, or purposefully. Anyway, all genre forms of the media texts expressed in concrete forms can be differentiated on separate groups on similar morfologo-substantial characteristics which are marked out by us on the basis of results of empirical research of texts. The important requirements imposed on the information message: efficiency, relevance, a dekodiruyemost, purity of intrinsic information from noise, the brevity of information (ANTONOVA, 2009).

Genres of Internet journalism are during the modern period at a formation stage therefore often limits of some structures are indistinct, are not certain. The marginality of publicistic forms is predetermined by time, dialectic improvement of all system of mass media. Investigating online editions, we come to a conclusion that today such phenomena as a connotation, syncretism, diffusion is inherent in forms of media texts. We mean the additional lines, shades, characteristics accompanying the basic structural substantially to filling of a genre by a konnotativnost of genres. Connotive genres are polyphonic. On the one hand, they are

autonomous publicistic educations, with another – the transformed types (THOMAS, 2006).

It is possible to carry a note to the most widespread genre modification of information and newsgroup of the Lenta.ru portal. Her feature is expressed in the maximum localization of existential coordinates. A note bears in itself classical trinity: all facts in her are united by one subject, the one-stage condition of the processes happening in fact is fixed and the scene of action is precisely designated. All these qualities can be tracked in the following material: The Madrid Real became the first finalist of the Champions League. The return match with Munich Bavaria has come to the end with a draw 2:2, – the correspondent of Lenta.ru reports. As a part of Bavaria Yozua Kimmikh and Hames Rodriguez (63) who has been rented by the Munich club at Real before a season has caused a stir. At creamy the double was issued by Karim Benzema. The first semi-final between teams has ended with a victory of Spaniards with the score 1:2. On the sum of two games, Spaniards play further.

As for the website Meduza, the noted genre there also prevails and expanded. An expanded news note contains a kernel, details and a background. Kernel have in the beginning, details and background can be interchanged the position. One more common genre form of information and newsgroup is the report. The

sterzhneobrazuyushchy genre element here – a reflection of an event in that look in what it really happened. Time in the report discretely, conditionally, does not correspond on duration to real-time of the described event, but it always moves in one direction – from the beginning of the description of an event to its end that can accurately be tracked in the material Meduza: Orhan was very strange journalist because he forgot all the time that he is a journalist. He began to help heroes of the reports. He was on friendly terms with them, cared for them, saved them. You, probably, hardly can believe in it because you know – journalists do not save people. But Orhan was the unusual journalist – as the superhero from the teenage novel.

Table 1: General characteristic Internet-portals Lenta.ru and Meduza

Comparative parameters	«Lenta.ru»	«Meduza»
Appearance of the Internet-portal	The website is presented in black-and-white scale. A cap of white color with a contrast black logo. At the left rubrikatsionny strip of black color. A font classical with notches, headings are written chopped without notches. Date and time on publications are highlighted in red color. Windows of latest news are divided by also red	The website is presented in contrast color scale, a background mainly white, with color inserts, the cap of the page is allocated black. There is own logo which is located in the top left corner. On the website, classical serif types and chopped fonts are combined. Graphic elements on the homepage are minimized.

	strip.	
Existence of a mobile application	The mobile application is organized similar to the aggregator website, color scale – similar, the size of the page adapts under the size of the screen of any gadget.	The mobile application is organized similar to the aggregator website, color scale – similar, the size of the page adapts under the size of the screen of any gadget.
Rubrikatsionny component of the Internet portal	On the website the following headings are presented: Main thing, Russia, World, the Former USSR, Economy, Law enforcement agencies, Science and technology, Culture, Sport, The Internet and media, Values, Travel, From life, Motor, House, Articles, Galleries, Video, Special projects.	On the website 6 headings are presented: News, Stories, Analysis, Chapiteau, Games, Podcasts.
Homepage marking	The homepage of the resource located at the address www.lenta.ru contains: 1) Above: a page cap with a logo of online edition; 2) Sleva: headings, references to social networks, search line;	The homepage of the resource located at the address www.meduza.io contains: 1) Above: 6 headings, exchange rate, search line; 2) Central part: topical news of day, partner materials, the most popular materials from headings;

Original content	Comments; Blogs; Opinions; Reviews; Multimedia (photo and video, including user); Polls and votes; Tests.	Original content including the design solution of headings, graphic elements, infographics is in the heading Games, Analysis.
Genres	The information and news patrimonial group of genres, in particular, is presented by notes and reports, and an analytical look.	
Popularity rating	The most influential Internet resource for business audience – the 3rd place; the Rating of quoting of the leading online media – 1 place; Top-100 of the best Internet/online of media – the 7th place.	Top-100 of the best Internet/online of media of Russia – the 34th place; Top-30 the most quoted Internet resources – the 14th place.
Social media	Two pages on social network VKontakte, twitter account, Facebook, Odnoklassniki, two channels.	Pages on such social networks as VKontakte, Odnoklassniki, Telegram-channel, the account in Twitter and Instagram.

In combination with the presentation, that is a reproduction of details and details, the sequence of the description creates the effect of the presence of the reporter on the place of an event. For example, journalists of Meduza have visited a meeting against blocking of Telegram, having in details and in detail stated the

events in material: Comers shared with each other paper leaflets from which put paper samoletik – a Telegram symbol.

– Give here, I to you in a different way will put, – one approximately 40-year-old man to the satellite said.

– What so? – that asked.

– Resistance at you not really, anywhere will not depart the plane.

Near them the young man passionately told a group of elderly people as correspondence in Telegram – and that the company purely technically cannot give to the authorities enciphering keys because does not know them either.

It is possible to carry subspecies of such genre form to the communicative component of the Lenta.ru and Meduza portals assuming to obtain information in the course of interaction as an interview. The interview monologue is a common genre form on the Meduza portal.

The interview dialogue represents a certain coupling of positions. This type of communication demands special training of respondents in the illumination of the affected subject. Besides, similar dialogue in journalism applies for the high level of

confidence of interlocutors. So, often such methods of dialogue of the journalist with respondents can be observed on Lenta.ru. The semantic-syntactical analysis of media texts of the Internet-portals reflects their professional thematic specifics. On pages of editions, practically all genre groups are presented, and the subject of materials covers all spheres of journalism.

4. SUMMARY

In the conducted research the following worked well: to reveal features of functioning of Internet journalism; to get acquainted briefly with stages of formation and development of the Internet portals Lenta.ru and Meduza; to define functional features of information and news materials; to carry out determination of analytical publications; to analyse interactive and communication mechanisms of the designated websites; to designate processes of a connotation and syncretism in genre forms of modern Internet journalism.

5. CONCLUSIONS

The emergence of new media finds problems which demand theoretical judgment, for example, genre accessory of online

publications. At pages of the Internet portals Lenta.ru and Meduza there are analytical publications: information correspondence, analytical correspondence, analyses and reviews. They are concentrated on penetration into the essence of the phenomena. The journalist analyzes collected information, finds interrelations of various facts, generalizes, comments, gives an assessment, draws conclusions and forecasts. In comparison with information, analytical genres are wider on the actual material, is more large-scale on a thought, on a research of the vital phenomena.

Dealing with the sum of the same facts in a definite time, the author seeks to generalize them to reveal all aspects of a problem. Analytical genres differ in a knowledge subject, display of an object, concrete appointment, informative and educational tasks, of the width of illumination of reality, of the scale of conclusions and generalizations, character of literary and stylistic means, expressive and graphic means.

It is also possible to allocate the interactive group of genres presented on pages of the websites of an interview monologue, interview conversation and interview dialogue. Purpose of a genre consists in informing the public on a considerable event, important undertaking, to draw attention to a current problem, to recognize authoritative opinion by this or that vital issue. The designated subjectivity consists, in our opinion, in the following: making out

the obtained information in the form of an interview and displaying in the text precisely what was told by the interlocutor, the journalist to some extent misses this information through himself. Thus, the Lenta.ru and Meduza portals are many-sided not only in the thematic plan but also are rich with various genre modifications which are carrying out different information roles.

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